

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): An information processing apparatus connected by a network to a first information processing apparatus for presenting a content comprising:

an acquisition means for acquiring information on said first information processing apparatus and information on a content presented by said first information processing apparatus from said first information processing apparatus;

a generation means for generating information processing apparatus identification information for identifying said first information processing apparatus and generating content identification information for identifying a content on the basis of said information on said first information processing apparatus and said information on a content, which are acquired by said acquisition means;

a storage means for storing said information processing apparatus identification information and said content identification information, which are generated by said generation means, by associating said information processing apparatus identification information with said content identification information; and

a transmission means for transmitting information on association stored in said storage means to a second information processing apparatus in response to a request made by said second information processing apparatus through said network

wherein, if said information processing apparatus identification information and said content identification information are disseminated by broadcasting, said acquisition means further acquires broadcasting identification information (transmission identification information) assigned to said broadcastings and

said storage means further stores said broadcasting identification information (transmission identification information) by associating said broadcasting identification

information (transmission identification information) with said information processing apparatus identification information and said content identification information;

a receiver configured to receive the information processing apparatus identification information and the content identification information via broadcast; and

a privacy-guarding means for storing a user profile corresponding to the receiver and determining at least one of a plurality of user specific profile parameters included in the user profile that are permitted to be sent to the first information processing apparatus based on the received information processing apparatus identification information, the content identification information received by the receiver and stored user preferences.

Claim 2 (Canceled).

Claim 3 (Previously Presented): An information processing apparatus according to claim 1, wherein said storage means further stores the address of said first information processing apparatus in said network; and

said apparatus further comprises an access controlling means for controlling accesses made to said first information processing apparatus through said network on the basis of any one of said information processing apparatus identification information, said content identification information and said broadcasting identification information (transmission identification information), which have been acquired from a third information processing apparatus.

Claim 4 (Currently Amended): An information processing apparatus connected by a network to a first information processing apparatus for presenting content, comprising:

an acquisition means for acquiring information on said first information processing apparatus and information on a content presented by said first information processing apparatus from said first information processing apparatus;

a generation means for generating information processing apparatus identification information for identifying said first information processing apparatus and generating content identification information for identifying a content on the basis of said information on said first information processing apparatus and said information on a content, which are acquired by said acquisition means;

a storage means for storing said information processing apparatus identification information and said content identification information, which are generated by said generation means, by associating said information processing apparatus identification information with said content identification information; and

a transmission means for transmitting information on association stored in said storage means to a second information processing apparatus in response to a request made by said second information processing apparatus through said network

wherein said acquisition means further acquires a validity-condition concerning validity of presentation of a content from said first information processing apparatus; and

said storage means further stores said validity-condition by associating said validity-condition with said information processing apparatus identification information and said content identification information, wherein

said acquisition means further acquires a validity-condition concerning validity of a content from said first information processing apparatus; and

said storage means further stores said validity-condition by associating said validity-condition with said information processing apparatus identification information and said content identification information;

a receiver configured to receive the information processing apparatus identification information and the content identification information via broadcast; and

a privacy-guarding means for storing a user profile corresponding to the receiver and determining at least one of a plurality of user specific profile parameters included in the user profile that are permitted to be sent to the first information processing apparatus based on the received information processing apparatus identification information, the content identification information received by the receiver and stored user preferences.

Claim 5 (Previously Presented): An information processing apparatus according to claim 4, wherein said validity-condition includes information on additional information added by a user receiving data including said information processing apparatus identification information and said content identification information.

Claims 6-29 (Canceled).

Claim 30 (Previously Presented): The information processing apparatus of Claim 4, wherein  
said validity-condition is a deadline for accepting a response.

Claim 31 (Previously Presented): The information processing apparatus of Claim 4, wherein  
said validity condition is an age restriction.

Claim 32 (Previously Presented): The information processing apparatus of Claim 4, wherein

said validity-condition is an adult category.

Claim 33 (Previously Presented): The information processing apparatus of Claim 4,  
wherein

said validity condition is a registered person.

Claim 34 (Previously Presented): The information processing apparatus of Claim 4,  
wherein

said validity condition is an area restriction.